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CONSUMER TIME

FOOD - INGREDIENT OF PEACE

NETWORK: NBC

DATE: August 18, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

(Produced by the U. S. Department of Agriculture, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. MUSIC: ORGAN (SYMPHONIC)
6. JOHN: Each Saturday throughout the war years, CONSUMER TIME has broadcast some factual story for homemakers...on food, or consumer goods. Each Saturday the sound of the cash register has opened and closed the program...while the announcer said...
7. ANNCR: This is your money buying a living in wartime.
8. JOHN: The sound of that cash register represented the purchasing power of the American consumer...in the neighborhood grocery...the department store...at the cross roads market. But the consumer took on a new status after December 7, 1941. Eleven million men and women were going into uniform.
9. MUSIC: REMEMBER PEARL HARBOR....HOLD AND FADE.

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10. VOICE: Homefront Americans...as consumers...became a part of a great team to back up G.I. Joe in his struggle with the enemy. One of his first calls was "Give us arms. Give us guns...and planes and ships...and give us food."
11. JOHN: Faced with the mounting demands of food for war, America turned to her farmers for more cattle...more hogs...more grain...more dairy and poultry products...more fruits and vegetables.
12. MUSIC: BRIDGE...HEROIC
13. VOICE: And the farmer went into his fields. As in many, many cases, his own sons had already answered the call to the colors. His wife and small children helped, too. Far into the night you could see the headlights of his tractor as he prepared the soil for the much needed crops.
14. JOHN: Factories that used to make farm machinery were now making guns. There would be no new cultivator, or combine this year. But always resourceful, the farmer pooled his equipment with his neighbors...and the work went on.
15. VOICE: And Divine Providence favored their labor...the weather was good...and the farmer's crops and herds prospered.
16. JOHN: Thus Crop Goals were met...and food was available for war. Probably one of the finest true stories about a farmer in wartime was made known last year. It concerned the newly chosen wheat king of the United States. In the great producing areas of the midwest men vie with each other to get the greatest yield of grain from their acres. The newly crowned king was a modest man. He and his wife were taken on a tour of several great cities. In one of them he was asked if he had any special way of growing wheat. And part of his reply was this...

...as we have seen...
...in his mind...
...give us...
...and give us food."

11. JOHN:

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17. MUSIC: SNEAK IN HYMN...THE LORDS PRAYER.
18. VOICE: Each year...I take a part of my best land...mark it apart from the rest...and plant it with the best seed...at harvest time the grain from this plot is sold separately. The use for that money had been decided when I put the seed in the ground. You see I call it "God's Acre".
19. MUSIC: UP HYMN AND SUSTAIN.
20. JOHN: But the farmer was not alone in supplying food for war. Side by side with him in a common cause marched the food processing industry and thousands of workers...who "got out" the commercial pack, who dried fruits, made cheese, slaughtered livestock, or ground flour.
21. VOICE: In recognition of these workers, many of whom were women who left their homes to help during the packing season, the United States Department of Agriculture instituted achievement "A" Awards covering plants and workers who have done an outstanding job of processing food.!
22. JOHN: Over each plant that received this award, flies the green and white "A" Award flag superceded only by the Stars and Stripes. Each worker wears the official "A" Award pin, in token of a job well done.
23. VOICE: Hand in hand with the farmer and the food processors...go the services of the packaging and transportation industries and distributive trades which actually place food in the hands of our Armed Forces, and on our tables...packages were needed to hold and protect...while ships, trains and trucks delivered the goods.

SLIGHT PAUSE;

THE HISTORY OF THE

REIGN OF THE EMPEROR OF THE EAST

FROM THE DEATH OF THE EMPEROR OF THE WEST

TO THE DEATH OF THE EMPEROR OF THE EAST

BY THE REV. J. G. BURTON

LONDON

1840

PRINTED BY J. G. BURTON

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24. MUSIC: KEEP THE HOME FIRES BURNING. SNEAK IN AND HOLD...SOFTLY.
25. JOHN: And as a homemaker, you did your part, too. No doubt there were times when you looked at the family across the street (LAUGHS) with four youngsters...and thought wishfully of what you could do with those extra ration books...
26. VOICE: But rationing was and is America's way of sharing, and playing square. Equal distribution of the foods available was absolutely necessary for strength on the home front...to carry on vital war work.
27. JOHN: There was much more than rationing in your wartime food calendar ...you conserved food...many of us signed up for "The Clean Plate Club" and vowed to combat food waste. And you canned food, too, at home, or out at the Community Canning Center... some of you /made sauerkraut, and stored potatoes when they were plentiful.
28. VOICE: Dad started to plant a garden...and the first few days of spring he'd be so stiff and sore from spading and sticking onions you'd have to get out the liniment...and bolster up his pride with assurance that he was going to have the finest Victory Garden in the neighborhood.
29. JOHN: In the meantime, in the kitchen, you were making the maximum use of those foods that came into local abundance. You used some substitute foods when it was necessary...and new ones when they came along.
30. VOICE: And there was a little matter of fat salvage that still means so much to our war and civilian industries. Those two red points for every pound of fats turned in to your gorcer are mighty attractive yet, not to mention the cash payment.

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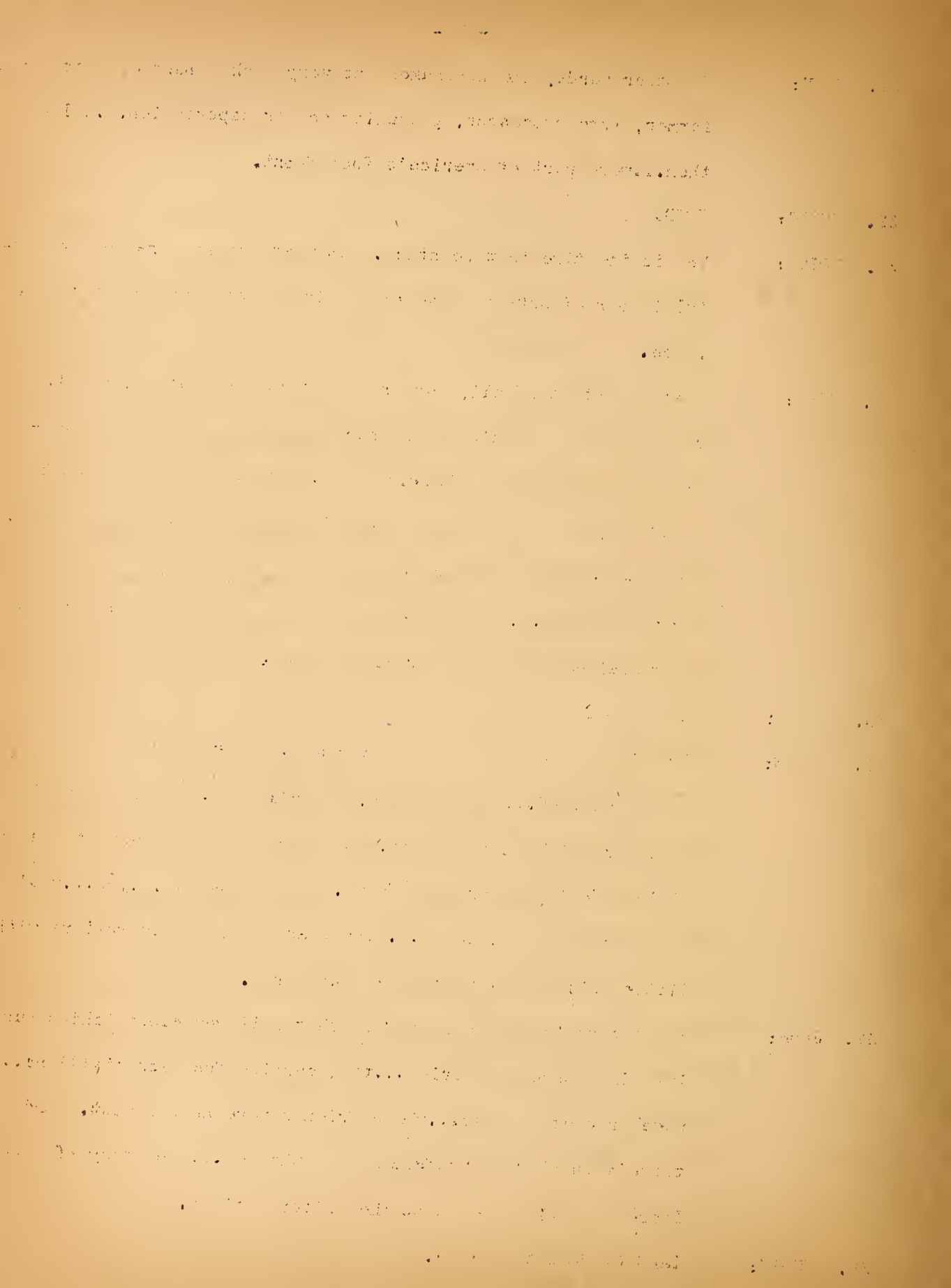
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31. JOHN: In other words, the homemaker was very much a part of that team.. farmer, food processor, packaging and transportation...all of them...were part of America's food front.
32. MUSIC: BRIDGE
33. VOICE: Now is the time to take stock. To what extent were we successful in our efforts to have food help win the war and write the peace.
34. JOHN: Most important of all, our Armed Forces, the nation, and to some extent the nations who fought at our side were fed adequately through these trying years. It is a far cry from the American home table to K Rations in a fox hole on Guadalcanal, or Ten-in-One for a group of men huddled in the ruins of a house near the Rhine...but reduced to the least common denominator... it sustained them in their finest hour.
35. MUSIC: UP AND OUT
36. VOICE: Back in the hospitals and rest camps...special emphasis was placed on food...morale foods, we call them. Chicken and ice cream are high on that list. And turkey for a feast at Thanksgiving, Christmas and New Years. And chocolate...yes...you've seen the pictures...of G.I. Joe sharing his field rations with little children along the line of march.
37. JOHN: There were truck loads of food that followed close behind our invading forces in Africa...they carried food for civilians... made friends quickly...where friends were needed most. And there's another story from across the sea...the story of Lend-Lease and all it meant to the United Nations.
38. MUSIC: LAND OF HOPE AND GLORY.



39. VOICE: In May 1941, the blacked-out British freighter, THE EGYPTIAN PRINCE dropped anchor at the Tilbury Docks in London with the first Lend-Lease supplies to reach one of the United Nations. No cheering crowds welcomed that first consignment of food. Only Lord Wooten, the British Food Administrator and Mr. Harriman, the United States Defense Expeditor and a few photographers and reporters saw the first boxes of eggs and cheese being unloaded.
40. JOHN: There were four million eggs from Minnesota and Nebraska and 120 thousand pounds of cheese from Wisconsin. Lord Wooten ate so much cheese for the photographers that one lady in the little gathering remarked "e's apt to make himself sick". But he was still smiling happily when he left, while the dock workers made off with a twenty pound cheese...a present from the Ministry of Food.
41. MUSIC: MARCH TIME:
42. VOICE: And now after three years, eight months and seven days of war... American Armed Forces and the Armed Forces of the United Nations have achieved a mighty victory. Because of this victory the rights and dignity of man have been maintained.
43. JOHN: To those who bore the weight of battle, the American home gives its undying gratitude. We glory in their strength and fortitude. For them, and what they have accomplished for the world...we thank God.
44. VOICE: (REVERENTLY) There are others...
45. MUSIC: LEAD KINDLY LIGHT.

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

RECEIVED JANUARY 10, 1964

FROM THE UNIVERSITY OF CHICAGO

TO THE UNIVERSITY OF CHICAGO

RECEIVED JANUARY 10, 1964

DEPARTMENT OF CHEMISTRY

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46. JOHN: Perhaps they, too, dreamed of fields and orchards back home... of the dairy herd splashing through the brook down in the meadow. Perhaps they also listened over the sounds of war to hear the steady clatter of the combine as it harvested a crop of golden American grain.
47. MUSIC: HYMN UP AND OUT.
48. VOICE: Peace has come! Each of us received the good news in his own way. But almost synonymous with peace is the quiet calm of rural America...the same gentle country side that supplied food for war.
49. JOHN: We have emerged from years of conflict into what well may be a new age. Out of war has come man's mastery of atomic power...radar...new medicines and drugs...control of rockets and jet propulsion...the blood bank...the eye bank...yes, even the nerve bank.
50. VOICE: And with these great discoveries food and agriculture have kept pace. Quick freezing of fruits, vegetables and meats... a new era in food preservation...one that will mean more and more to you as a homemaker! Dehydration of fruits and vegetables will add new, convenient items to your family larder...air transportation is already making fresh food available from distant points...while new insecticides such as DDT give promise of more help to the farmers.
51. JOHN: Franklin D. Roosevelt once said, "I have unbounded faith in a restored and rehabilitated agriculture". The events of this week more than justify that faith.

52. VOICE: And six weeks ago, President Harry S. Truman stated, "Beyond our tremendous military requirements lies the task of working with other nations to help liberated peoples regain strength and rebuild their countries. There can be no lasting peace in a hungry world."
53. JOHN: Food has been an instrument of war...now it is an ingredient of peace.
54. MUSIC: BRIDGE.
55. JOHN: There is no more appropriate way to close CONSUMER TIME today than with words from the pledge of some of our young citizens of tomorrow...young people whose interest is fundamentally in agriculture and the home...the 4-H Clubs of America.
56. MUSIC: SNEAK IN....AMERICA THE BEAUTIFUL.
57. JOHN: I pledge my head to clearer thinking...
My heart to greater loyalty...
My hands to larger service...
My health to better living for my home, my community...
and my country.
58. MUSIC: (UP AND FULL)AMERICA THE BEAUTIFUL.
59. ANNCR: CONSUMER TIME, written by Joe Tonkin, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.
- This is the National Broadcasting Company.

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